

Amendments to the Claims:

1. (original) A method of fulfilling book orders, the method comprising the steps of:
 - receiving first book order data from a first website server, the first book order data including a first website identifier, a first book identifier, and a first destination address;
 - retrieving first book content from a first database based on the first book identifier;
 - printing a first book using the first book content;
 - packaging the first book in a first mailer instead of a second mailer based on the first website identifier, the first mailer including a first source identifier;
 - addressing the first mailer using the first destination address;
 - receiving second book order data from a second website server, the second book order data including a second website identifier, a second book identifier, and a second destination address;
 - retrieving second book content from a second database based on the second book identifier;
 - printing a second book using the second book content;
 - packaging the second book in the second mailer instead of the first mailer based on the second website identifier, the second mailer including a second source identifier, the second source identifier being visibly different than the first source identifier; and
 - addressing the second mailer using the second destination address.

2. (original) A method as defined in claim 1, wherein the first database comprises the second database.
3. (original) A method as defined in claim 1, wherein the step of printing a first book using the first book content comprises the step of printing the first book at a digital printing press and the step of printing a second book using the second book content comprises the step of printing the second book at the digital printing press.
4. (original) A method as defined by claim 3, wherein the step of printing the second book at the digital printing press occurs chronologically after the step of printing the first book at the digital printing press without printing a third book chronologically in-between the step of printing the first book and the step of printing the second book.
5. (original) A method as defined in claim 1, wherein the first source identifier comprises a first trademark and the second source identifier comprises a second trademark, the first trademark being different than the second trademark.
6. (original) A method as defined in claim 1, wherein the step of receiving first book order data from a first website server comprises the step of receiving first book order data from a first Internet domain and the step of receiving second book order data from a second website server comprises the step of receiving second book order data from a second Internet domain, the first Internet domain being different than the second Internet domain.

7. (original) A method as defined in claim 1, wherein the step of printing a first book comprises the step of printing the first book at a printing facility located at a source address, the method further comprising the step of shipping the first book from the source address to the first destination address without labeling the first book with an intermediate address, the intermediate address being different than the first destination address, the intermediate address being different than the source address.

8. (original) A method as defined in claim 1, further comprising the steps of printing a first invoice and printing a second invoice, the first invoice being included with the first book, the second invoice being included with the second book, the first invoice including the first source identifier, the second invoice including the second source identifier.

9. (original) A method of fulfilling book orders, the method comprising the steps of:

- receiving a book identifier at a book order fulfillment server via a wide area network;
- receiving a destination address at the book order fulfillment server via the wide area network;
- receiving payment information at the book order fulfillment server via the wide area network;
- printing a first book identified by the book identifier at a printing press after the steps of receiving the book identifier, receiving the destination address, and receiving the payment information, the printing press being located at a print facility;
- charging a predetermined monetary amount associated with the book identifier to an account identified by the payment information; and
- addressing the first book at the print facility for direct shipment from the print facility to the destination address.

10. (original) A method as defined in claim 9, wherein the step of receiving payment information comprises the step of receiving payment information associated with a person living at the destination address.

11. (original) A method as defined in claim 9, wherein the step of receiving payment information comprises the step of receiving payment information associated with a retail website.

12. (original) A method as defined in claim 9, further comprising the step of printing a second book before the step of receiving the book identifier, receiving the destination address and receiving the payment information.

13. (original) A method as defined in claim 9, wherein the step of printing a first book comprises the step of printing the first book at a digital printing press.

14. (original) A printing facility comprising:

a network receiver;

a plurality of printers;

a database; and

a book order server operatively coupled to the network receiver, the plurality of printers, and the database, the book order server including a processor and a digital memory operatively coupled to the processor, the digital memory being structured to cause the processor to:

(i) receive and decode book order data via the network receiver, the book order data including a website identifier, a book identifier, and a destination address;

(ii) retrieve book content from the database based on the book identifier;

(iii) print a book using the book content on at least one of the plurality of printers;

(iv) select logo data indicative of a website logo, the logo data being selected based on the website identifier;

(v) print the website logo on at least one of an invoice, a mailing label, and a mailing package; and

(vi) print the destination address on at least one of the invoice, the mailing label, and the mailing package.

15. (original) A printing facility as defined in claim 14, wherein the network receiver comprises an Ethernet receiver structured to receive TCP/IP data from the Internet.

16. (original) A printing facility as defined in claim 14, wherein the plurality of printers comprises a plurality of digital printing presses.

17. (original) A printing facility as defined in claim 14, wherein the digital memory is structured to cause the processor to receive and decode the book identifier in the form of an International Standard Book Number (ISBN).

18. (original) A book order server comprising:

- a network receiver;
- a message decoder operatively coupled to the receiver, the message decoder being structured to interpret book order data received via the network receiver, the book order data uniquely identifying an International Standard Book Number (ISBN) and a destination address;
- a database interface module operatively coupled to the message decoder;
- a database operatively coupled to the database interface module, the database interface module being structured to retrieve book content from the database based on the International Standard Book Number (ISBN); and
- a printer interface module operatively coupled to the database interface module, the printer interface module being structured to transmit the book content to a first digital printing press to print a book, the printer interface module being structured to transmit the destination address to a second printer.

19. (original) A book order server as defined in claim 18, wherein the first printer comprises the second printer.

20. (original) A book order server as defined in claim 18, further comprising a source selection module operatively coupled to the message decoder, the source selection module facilitating selection of book mailing packaging unique to an order source identified by the book order data.

21. (original) A book order server as defined in claim 18, wherein the database interface module is structured to retrieve a logo and the printer interface module is structured to transmit the logo to the second printer.

22. (original) A book order server as defined in claim 18, wherein the message decoder is structured to process a personal credit card transaction associated with a person living at the destination address.